

Market Sample #18

Water

TITL mg/cig.
0.34 7/11

TITL AND FTC WATER DATA REGRESSIONS

ALL FILTER BRANDS: $TITL = 1.0498(FTC) + 0.0510$

TITL Avg. = 2.8

FTC Avg. = 2.6

Std. error, slope = 0.0319

Std. error, intercept = 0.0898

FILTER BRANDS LESS
SUPER LONGS: $TITL = 1.0972(FTC) + 0.0162$

TITL Avg. = 2.9

FTC Avg. = 2.6

Std. error, slope = 0.0198

Std. error, intercept = 0.0553

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